

# *Information in the era of social media: The case of the newspaper "Panorama"*

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## **Abstract**

News is becoming more and more dependent on social media traffic, as the only way to be in touch with the audience. All figures show that social media are a key factor in generating clicks for the traditional outlets, crushing the role of direct clicking and search engine mediation. Audience behaviour is changing radically drawn in a fragmented media ecosystem with infinite sources for having news, splitting time dedicated to each news. Is this process going endlessly to a fragmented milieu with the risk of killing the news consuming process, or the media are going to find patterns that in the near future will involve the audience with longer news format and more engagement? Are the media relentlessly degrading in the logic of "clickbait", converting the information as a common good to sell, ignoring totally the quality of the news, and killing the relation with the consumers? How is the Albanian media landscape reacting, during the digital transition for implementing renewed business models needed to survive in the new reality? Are they doing enough to integrate print media, with online publishing, creating a fusion between staff, human and economic resources, building perspectives for their businesses? In this article we will try to find some useful responses to our questions.

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